



**- MEDIA ALERT -**

**Sydney, Australia, May 23, 2014** – Yahoo7 has today announced its leading online TV service PLUS7, which is available on iOS, Samsung Apps and Google Play, has collectively achieved one million app downloads.

Since it launched in 2010, PLUS7 has consistently led the market as Australia's number one ad-supported online TV service. PLUS7 has been breaking even it's own records over the past four weeks.

- In April, the PLUS7 apps enabled PLUS7 to achieve over 4.5 million full episode streams.
- In April, Home and Away on PLUS7 achieved over 1.4 million full episode video streams. This represents a 50% increase year on year from April 2013.
- PLUS7 has consistently held the number one spot in the iOS App Store entertainment category.
- Last week, downloads of the app increased by a further 25,000 – that's approximately four app downloads every minute.

The attached PLUS7 infographic highlights PLUS7's success including app growth, video stream consumption and a snapshot of the audience across the day.

Yahoo7 are focused on delivering Australia's best known content anywhere, anytime and to the biggest audiences. PLUS7 allows Australians to connect to content they love including House Rules, A Place To Call Home, Home and Away, Revenge, Resurrection, Parenthood, Grey's Anatomy and The Blacklist - PLUS7 is set to dominate online TV again for 2014.

PLUS7 is available on desktop, iOS, Samsung Apps, the Google Play Store and Samsung Smart TVs.

**ENDS**

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**About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://yahoo7.com.au)) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.